



**REQUEST FOR PROPOSAL 2018-11-06  
FOR A CRISIS COMMUNICATION FIRM**

**VILLAGE OF KEY BISCAYNE**

**VILLAGE COUNCIL**

Mayra P. Lindsay, Mayor  
Franklin H. Caplan, Vice Mayor  
Luis de la Cruz  
Gary R. Gross  
Allison McCormick  
Brett Moss  
Katie Petros

**VILLAGE ATTORNEY**

Weiss, Serota, Helfman, Cole & Bierman, P.L.

**OFFICE OF THE VILLAGE CLERK**

Jennifer Medina, CMC

**ADMINISTRATION**

Andrea Agha, Village Manager

## REQUEST FOR PROPOSALS VILLAGE OF KEY BISCAIYNE

The Village of Key Biscayne, Florida, will be accepting proposals at the Office of the Village Clerk located at 88 West McIntyre Street, Suite 220, Key Biscayne, Florida 33149, for:

**RFP No. 2018-11-06**  
**Crisis Communication Firm**

The Village of Key Biscayne is seeking firm to provide assistance in opposition to the Ultra Music Festival on March 29 thru March 31, 2019 on Virginia Key. The Village will engage a firm that can assist in crisis communications from date of engagement until November 15, 2018. On November 15<sup>th</sup> the City of Miami will be holding a Commission meeting to discuss/vote on holding the Ultra Music Festival on Virginia Key. The selected firm will provide public relations and social media efforts with regard to the festival.

The Village will be considering the following:

**A. Firm's Experience and qualifications:** The Consultant shall have five (5) years of continuous operation under the same name, insurance, a list of current and past clients with experience in comparable Miami Dade municipalities. The Project Team must have performed crisis communications for at least three comparable situations in the last three (3) years in the public sector, preferably Miami Dade County. Provide three references. **(one page)**

**B. Project Manager's Experience:** This individual must have a minimum of five (5) years' experience in municipal crisis communications. **(one page)**

**C. Project Approach and Methodology:** Describe the Consultant's approach and methodology strategy for implementing the campaign with regard to the Ultra Music Festival on Virginia Key. **(two pages)**

**D. Fee Proposal:** Submit a signed, firm, fixed fee for providing all the Services, materials, travel expenses, etc., required for completion of the Services.

Proposals will be accepted in the Office of the Village Clerk until 2:00 p.m. on November 7, 2018. Proposals are to be submitted by email to [jmedina@keybiscayne.fl.gov](mailto:jmedina@keybiscayne.fl.gov) subject line: "RFP 2018-11-06: Crisis Communications Firm"

The Village of Key Biscayne reserves the right to reject any and all proposals, with or without cause, and terminate the process and solicit new or additional proposals as it may deem to be in the best interest of the citizens of Key Biscayne.

Village of Key Biscayne  
Jennifer Medina CMC  
[jmedina@keybiscayne.fl.gov](mailto:jmedina@keybiscayne.fl.gov)  
88 West McIntyre Street, Suite 220  
Key Biscayne, FL 33149